***Manuscript to Movement: How to Brand and Market Your Book***

*Audience Research Worksheet*

This worksheet will guide you through the process of conducting audience research to gain valuable insights into the demographics, preferences, and behaviors of your potential readers.

**Demographic Information**

1. Age Range:

2. Gender Identity:

3. Location (Country, Region, City):

4. Education Level:

5. Occupation:

**Reader Preferences**

1. Favorite Book Genres:

2. Preferred Book Formats (Print, eBook, Audiobook):

3. Frequency of Reading:

4. Favorite Authors or Influencers:

5. Reasons for Reading (Entertainment, Education, Escapism, etc.):

**Buying Behavior**

1. Where Do They Typically Purchase Books? (Bookstores, Online Retailers, Library, etc.):

2. How Often Do They Buy Books? (Monthly, Quarterly, Annually, etc.):

3. Factors Influencing Their Book Purchases (Recommendations, Reviews, Discounts, etc.):

4. Budget for Books:

5. Preferred Price Range for Books:

**Media Consumption**

1. Social Media Platforms Used:

2. Frequency of Social Media Use:

3. Other Media Consumption Habits (TV, Movies, Podcasts, etc.):

4. Online Communities or Forums They Participate In:

5. Influencers or Celebrities They Follow:

**Miscellaneous**

1. Hobbies or Interests:

2. Values or Beliefs:

3. Challenges or Pain Points They Face:

4. Goals or Aspirations:

5. Other Relevant Information: